

Dr. D. Rajasekaran
Details of Publication

i) Books Publication:

a) Book 1:

- **Book Name** : Emotional Intelligence of Physical Education Teachers
- **Publisher Name** : Bluerose Publishers Pvt. Ltd, New Delhi
- **Month and Year** : August, 2022
- **ISBN** : 978-93-5427-984-3

b) Book 2:

- **Book Name** : Job Satisfaction of Physical Education Teachers
- **Publisher Name** : Iterative International Publishers, Karnataka.
- **Month and Year** : October, 2023
- **ISBN** : 978-93-5747-547-1

ii) Book Chapter Publication:

- Published a Chapter titled “AI Tools and Applications for Women’s Safety, in IGI Global”, Jan 2024, ISSN: 2327-0411; eISSN: 2327-042X

iii) Articles Publication:

- Published a research article titled “INFLUENCER MARKETING: KEY DRIVERS OF FEMALE CONSUMER PERCEPTION”, in Madhya Bharti -Humanities and Social Sciences, Vol. 85, Issue No. 1, July to December 2024, ISSN: 0974-0066.
- Published a research article titled “GST: A SWOC Analysis - Tear the String and Check of GST, in VISION: Journal of Indian Taxation”, Vol. 11, Issue No. 1, Jan to June 2024, ISSN: 2395-2571, DOI: 10.17492/jpi.vision.v11i1.1112407
- Published a research article titled “Job Satisfaction of Teachers working in Self-financing Colleges, in Madhya Bharti -Humanities and Social Sciences”, Vol. 84, Issue No. 12, July to December 2023, ISSN : 0974-0066
- Published a research article titled “Determinants of Job Satisfaction of Physical Education Teachers in Coimbatore District, in A Journal of Composition Theory”, Vol. XV, Issue No. 8, 2022, ISSN : 0731 6755

- Published a research article titled, “A Study on Purchase Influence in Television Advertisement – With Special Reference to Non-Durables (Tooth Paste, Shampoo, Bath Soaps and Talcum Powder)”, in “*ANVESAK*”, Volume No. 51, Issue No. 01(i), 2021. ISSN : 0378 - 4568
- An Article titled, “Factors Influencing Dividend Payout in Select Cement Companies in India”, Published in “*Wesleyan Journal of Research*”. Volume No. 13, Issue No. 51, 2020. ISSN : 0975 - 1386
- A research Paper titled, “Determinants of Emotional Intelligence of Physical Education Teachers”, Published in “*SAMBOTHI*”, Volume No. 43, Issue No. 01, 2020. ISSN : 2249 6661
- Published an article titled, ”Determinants of Dividend Policy in Indian Automobile Industry”, in *History Research Journal*, Volume No. 5, Issue No. 6, 2019. ISSN : 0976 5425
- A research article titled, “Job Satisfaction of Physical Education Teachers in Coimbatore District”, Published in *International Journal of Scientific Research and Review*. Volume 7, Issue 12, 2018. ISSN: 2279-543X
- Published a research article titled, “Emotional Intelligence of Physical Education Teachers in Coimbatore District”, in *International Journal of Scientific Research and Modern Education (IJSRME)*. Volume 3, Issue 2, 2018. ISSN: 2455-5630
- Published a research article titled, “Customer Opinion about Online Advertising”, in *International Journal of Recent Research and Applied Studies*. Volume 5, Issue 4(11), 2018. ISSN: 2349-4891
- Published a research article titled, “Customer Perception on Online Advertising”, in *International Journal of Computational Research and Development (IJCRD)*. Volume 3, Issue 1, 2018. ISSN: 2456-3137.
- Published a research article titled, “Applications of Dividend Model”, in *International Journal of Current Research and Modern Education*. Volume 2, Issue 1, 2017. ISSN: 2455-5428.
- Published a research article titled, “Factors affecting Dividend – A Study with specific reference to Indian Inorganic Industry”, in *A Journal of Business and Management*. Volume-5, Issue -1 Jan-June 2016. ISSN: 2230-7257

- Published a research article entitled, “Determinants of Dividend in Fertilizer Industry”, in *AE International Journal of Multidisciplinary Research* 2015. ISSN: 2348 - 6724

iv) Proceedings Publication in Conferences/Seminars:

- Published a Collaborative research paper titled, “*Exploring the Tapestry of faith: Religion and Spirituality in India: An Emirical Study*”, in International Level Conference on “Periodical Changes in Culture, Society and Ecology” Organized by LINCOLN University College (Malaysia), PSG College of Arts and Science (Coimbatore), G.T.N. Arts College (Dindigul), E.M.G. Yadhav Womens College (Madurai) and Ayya Nadar Janaki Ammal College (Sivakasi) on 27th May, 2024. ISSN : 2583-309X
- Published a research paper titled, “Digital Transformations in Business”, in ICSSR Sponsored National Level Conference on “India 2.0: Vision for India 2047 – Digital Ecosystem & Harnessing Artificial Intelligence” Organized by NGM College, Pollachi from 24th Jan., 2023 ISBN : 978-93-94004-31-3
- Published a research article titled, “Human Health and Social Care Activities”, in ICSSR Sponsored National Level Conference on “Envisioning a Self-Reliant Rural India for Sustainable Economic Development” Organized by NGM College, Pollachi from 12th Oct. to 13th Oct., 2023 ISBN : 978-93-94004-84-9
- Published a research article titled, “Skill Development in Schools and Higher Educations”, in ICSSR Sponsored National Level Conference on “Envisioning a Self-Reliant Rural India for Sustainable Economic Development” Organized by NGM College, Pollachi from 12th Oct. to 13th Oct., 2023 ISBN : 978-93-94004-84-9
- Published a research article titled, “Impact Of National Education Policy (Nep2020) In Higher Education Institutions In India”, in ICSSR Sponsored National Level Conference on “Impact of New Education Policy Among Future Generation” Organized by NGM College, Pollachi on 10th August, 2023 ISBN : 978-93-94004-26-2
- Published a research article titled, “Implementation of emerging ICT tools in teaching by higher education”, in ICSSR Sponsored National Level Conference on “Perspective of ICT Tools in Education” Organized by NGM College, Pollachi on 4th August, 2023 ISBN : 978-93-94004-27-6
- Published a research article titled, “Skill Development is an important factor in women's empowerment in India”, in ICSSR Sponsored National Level Conference on “Rural

Women Empowerment through Skill Development” Organized by NGM College, Pollachi on 2nd August, 2023 ISBN : 978-93-5980-468-2

- Published a research article titled, “The Value of ICT Resources in Higher Education”, in ICSSR Sponsored National Level Conference on “Vision for Vishwa Guru India: Initiatives for Global Leadership by 2047” Organized by NGM College, Pollachi on 21st July, 2023 ISBN : 978-93-94004-23-8
- Published a research article titled, “ICT Tools in Teaching and Learning”, in ICSSR Sponsored National Level Conference on “Perspective of ICT Tools in Education” Organized by NGM College, Pollachi on 4th August, 2023 ISBN : 978-93-94004-27-6
- Published a research article titled, “Digital Payments in India”, in ICSSR Sponsored National Level Conference on “Vision for Vishwa Guru India: Initiatives for Global Leadership By 2047” Organized by NGM College, Pollachi on 21st July, 2023, ISBN : 978-93-94004-24-5
- Published a research article titled, “College Students’ Perception of E-Learning”, in ICSSR Sponsored National Level Conference on “Implementation of ICT Skills for the Students for their Employment in Skill Based Jobs” Organized by NGM College, Pollachi in Dec. 2022. ISBN: 978-93-94522-16-5.
- Published a research article titled, “Awareness about Entrepreneurial Skills among College Students”, in National Conference on Economic Upsurge Through Entrepreneurship”, Organized by Karpagam Academy of Higher Education in Association with Coimbatore SIDCO Industrial Estate Manufacturers Welfare Association (COSIEMA) on 4th March. 2016. ISBN : 978-93-5406-199-8
- Published a research article titled, “Determinants of Dividend – A special reference to Indian organic Industry”, in National level Conference on “Changing Paradigms in Indian Business” Organized by NGM College, Pollachi on 24-25 march 2017. ISBN: 978-81-933882-0-4
- Published a paper entitled, ‘Financial Inclusion- An Impetus to Rural Development’, UGC-sponsored National Level Seminar on Financial Inclusion in India – Emerald Heights College for Women, Udhagamandalam, 21-22 March 2012; An article published in a book titled, (Financial Inclusion), with ISBN: 978-81-910472-8-8